THE NEED FOR INNOVATIVE TOOLS IN MULTIMEDIA APPROACH TO REACH THE UNREACHED IN SOCIAL AWARENESS PROGRAMS

R. PRANAVA KUMAR

Assistant Professor, Department of Visual Communication & Electronic Media, Bharathiar University,

PSG College of Arts and Science, Coimbatore, Tamil Nadu, India

ABSTRACT

This is essentially a research paper as part of the doctoral thesis work, with a purpose of discerning a myriad social welfare programs and the mode of communicating to the intended target groups. Five case studies have been taken from different secondary source of information to understand the efficacy of communication tools in various social awareness program initiated by Government of India. Case Study 1 covers Water and Sanitation program of DANIDA of Cuddalore district of Tamil Nadu; Case Study 2, discusses the MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Act, 2005) and its performance; Case Study 3 GPDP (Gram Panchayat Development Program) with three criteria in their proposal - hunger free, poverty free and good sanitation; Case Study 4 TSC (Total Sanitation Program) of Melapuram provides information about successful implementation of TSC in rural area and Case Study 5 WASH strategy (water, sanitation and hygiene) to control diarrhea by using potable water for drinking, washing hands and for sanitation. Upshot of the paper is that, no single tool would suffice to communicate all different programs, which in turn necessitate the identification of suitable communication tool and try and use different methods depending upon the program and target group.

KEYWORDS: Disseminate, Sanitation, Communication, Social Awareness & Hygiene

Original Article

INTRODUCTION

Any welfare state shall endeavor to promote welfare of its citizens through various measures, and it is their prime duty to do so. Initial step is to provide basic amenities to all people of the State and proceed towards development on all sectors. Development encompasses positive changes in social, economic, cultural, environmental and physical components of humanity. Amartya Sen defines development as a tool enabling people to reach the highest level of their ability, through granting freedom of action i.e. freedom of economic, social and family actions etc. On the basis of development, the World has been divided into developed, developing and under developed nations. India has reached the slot of developing nation, and has been striving to attain developed nation status. Considering the natural resources, manpower, Government's strategies and brain power, India has a huge potential to become a developed nation on par with western countries. The moot question is why India is slow in the progress towards attaining the higher position despite having all resources. Numerous detrimental factors play a role to dampen the process of progress leading to inequitable distribution of wealth, socio cultural taboos, caste and religious intolerance, inadequate health care lack of quality education, corruption on all levels of Government, and lack of awareness among people regarding their rights and so on. The purpose of this paper is to take stock of existing programs at the global, national and state levels with a view to identify the mandates, modalities of

implementing the programs, the degree or response to mass communication modes and the need for improvising the existing methods to achieve the intended targets. It is a preliminary attempt as part of a research work leading to doctoral degree.

Communication is one of the tools to reach a large group of people, spread information, instill ideas, create awareness, change their mindset and create social amity. Mass communication has been used since the inception of newspapers, radio, televisions to reach out to every individual in the nook and corner of the country. Technology has advanced at such a rapid pace that the audio visual medium has attained enormous outreach that instant transmission of videos is possible to every part of the country. This innovate, interactive tool has been used in advertisements, education, politics, entertainment, social issues and creation of social awareness for many years. Innovative formats, new techniques, interactive communication has witnessed advancement from time to time to make communication more effective. Though communication tools spread the message, educate people, entertain and advocate; only a long lasting impression that creates a change in mindset would bring the desired result. Considering the case of creation of social awareness, the desired result would be acceptance of change and sustainable practice of the alternate method. In this context, just information and education would not suffice, though initial results may be encouraging, as people tend to stick to their old methods and customs in the long run. Thus, the search for effective communication tool arises and a strategy to customize the project to suit the stakeholders is mandatory.

Uniqueness of Social Welfare Programs in India

Social welfare, social security or social awareness, vary in their exact meaning but the underlying ideology is human welfare in pursuit of creation of informed society. The social welfare measures adopted vary among developed and developing countries in accordance to the aspirations of the ruling Government and the needs of the countrymen. Each individual is entitled to social security benefits by virtue of just being a citizen of that country, whether he contributes to economy or not. Persistent inequality in the society upholds the need for creation of social equity through advocating social awareness programs. Inequality is an inherent character of any society but the range of difference in the quality of life needs to be minimized. Consequently, the rich poor gap bridged through creation of social awareness and paving the path for all individuals in the society to achieve a better standard of living. Provision of all the basic needs may fulfill *necessary condition* like food, clothing and shelter but *sufficient condition* for development includes parameters like education, health, social status, gender equality etc. Good governance focuses on holistic development on all sectors so as to achieve well-being of its people. The social welfare measures of any Government could be classified as two types; programs which render financial assistance by direct cash or facilities and programs which educate people on various topics- the ultimate goal being improvement in the standard of living.

Comparison of HDI ranking (Human Development Index) among countries rank India at 131 among 188 countries, and it could be construed as the index for development of a country. The components of HDI are three viz. health, education and Gross Domestic Product (GDP), and a combined improvement in all three aspects would only improve the ranking of a country. Central and State Governments of India has been planning and implementing various social welfare schemes since Independence, but the desired effect is lagging and not reaching the whole population. Along with Government, many NGOs work hand in hand to improve the life style of the oppressed groups and create equity, with only partial success. This paper aims to discuss the factors that deter equitable distribution of benefits in India and analyze few factors that could be modified to create a better result.

All nations, be it developed, developing or under developed have charted out a list of welfare programs in accordance to the need of its citizens. Analysis of the various programs of United States of America (Developed) and India (developing) countries (Annexure 1) gave a picture of similarities in the main sectors but marked dissimilarities in many sub sectors. India being a developing country with diversity in socio-cultural parameters in each State, the social welfare measures included schemes for the marginalized through education, health and employment in a special basis so as to create equity. Careful examination of the aforesaid, fairly exhaustive though not complete list, the extra effort and schemes that were incorporated by the Indian Government showed the robust quality of planning and inclusiveness. Women and child health care, old age pension, education for all, housing, disabled care and so on are common to both USA and India. But promotion of sex ratio, assistance to widows, marriage assistance, supplementary nutrition to adolescent girls, scholarship to backward and minority students with supply of free text books and uniforms, free technical education to minorities, SC& STs., free coaching and tuition for weaker economic status students, free hostel for male and female students, vocational training, night shelters, promotion of handloom and handicrafts, public distribution system, Annapurna scheme, mobile dispensary vans, agricultural loans and implements supply, co-operative societies formation, insurance scheme for laborers are few schemes unique to a developing nation like India. Departments concerned with each sector directly appoint staff to carry out various activities or entrust the role to select NGOs by providing them financial assistance. Since the emoluments need to reach every nook and corner of the state at correct time interval, a concerted effort is needed to manage these programs by the Government and NGOs.

Other than Central Government, each State government supplements many programs for its citizens and such programs are specific to the socioeconomic, cultural, and educational and health needs of the people. Each State in addition to Centre's program creates new ones to suit the needs and aspirations of its citizens. Social welfare board of Tamil Nadu has its schemes planned and executed by their ministry Social welfare and the schemes of Tamil Nadu are broadly classified under the following heads, as recorded by the Tamil Nadu Social Welfare Board. Other than the stated programs, every time the government changes, once in five years, new schemes are announced and adequate funds allotted to implement such projects. Success of any scheme depends on the stakeholders, they must be aware of the scheme, its intent, the change it will bring to their lives, acceptance, and sustainability. Thus introduction of the schemes alone would not bring development, only a change in the mindset of the people and their propensity to carry forward the project on a continuous basis would create the real development aspired. Creation of social awareness about the projects, inculcating the idea into the mindset, creating a change in the traditional habits, following the new idea on a sustainable basis would be only possible through communication. Mass communication assumes importance here by serving as a tool to create social awareness and thereby development

Communication Tools

Social awareness programs and its modalities of propagation vary according to the requirements of the particular society. Choice of the communication tool depends on the type of project and the target stakeholders. Consequently, successful implementation of any social welfare or security program depends on creation of awareness through various modes of communication. The tools of communication ranges from lectures, personal talks, posters, banners, pamphlets, newspaper, street songs, puppets, street plays, radio, cinemas, TV, advertisements and so on. Each tool has its own target groups and reach; the selection of tool to be used varies according to the stakeholders. No single medium could be construed as the most effective in all situations as the target population varies in their socioeconomic status, education,

access to the medium, their understanding and capabilities to accept change.

India in general and Tamil Nadu in particular, has a host of good values to be carried on as well as bad outdated customs that need to be changed. 'The Vision of Tamil Nadu 2023' envisages provision of world class facilities to all residents irrespective of caste or class in the form of housing, water, sanitation, energy transport, irrigation, connectivity, transport, health care and education. Open air defecation is one such outdated unhealthy practice that needs to be completely removed from the society. Total Sanitation Program, one of the major components of Vision 2023, the state of Tamil Nadu is far away from achieving it. It is heartening to note that access to connectivity is progressing at a faster pace than access to toilets. *"There are 45 countries including India, where less than half the population has access to improved sanitation facility. Despite increase in sanitation coverage, a vast section of people of India do not have access to improved sanitation facilities"* 2014 update, WHO & UNICEF. "As per 2011 Census, in Tamil Nadu 48 percent of households have access to latrine within their premises and 5 percent use public toilets, remaining 47 percent resort to open air defecation. In rural areas, the proportion is 73.27 percent using open air defecation, in urban areas it is 16.21 percent practicing open air defecation in Tamil Nadu", as per the information provided at the Workshop on Converging Strategies 2015.

"With the declaration of 100 panchayats as ODF (open air defecation Free), nearly one-fourth of the 420 panchayats would become ODF in Madurai district" 2016, B. Rohini Ramdas, continued " the bigger challenge though is to ensure people are consistently using toilets, we had difficulties in convincing people on the need for toilets, but now, that has changed a lot" The strategy would be to motivate people to accept toilets as their fundamental right and practice in door defecation in order to maintain ones dignity and health. In urban areas, the lack of space and absence of toilets in rented buildings lead to open air toilets in crowded slums, whereas in rural areas, irrespective of socio economic status people follow open defecation as this tradition has been inculcated into their minds. Change in the mindset, understanding the health hazards and implementation of indoor defecation among the rural masses need social and behavioral change communication, which is development communication. Thus, communication for development forms the major tool to inculcate changes in the habits of people on a sustainable basis.

Human nature varies from individual to individual that the perception, interpretation and reaction to mass media varies widely. " *It was discovered that audience of mass media were not isolated individuals but remained tied to friends, families, work associates community etc. called the theory of selectivity based on social relationship",* 2011, Rajesh Kumar. *"Reviews of successful BCC- Behaviour Change Communication, campaigns in India indicate that evidence based long term campaigns spanning 4-5 years, an integrated multi-media approach, ongoing monitoring and program modification, if necessary are critical for ensuring sustained behaviour change."* Shalini Prasad and Manisha Singh,2010.

Taking the example of Open air defecation and Swacch Bharath program, it could be understood that communication was not effective to change the habits of the people. Both Central and State Governments have been consistent in building public toilets, giving monetary assistance for construction of household toilets, creation of sanitary marts where you can buy the implements at a nominal rate, educating people about the health hazard of open air defecation, encouraging ODF status by giving awards to Panchayats, door to door talks, posters, advertisements, educational films and creation environmental awareness. These efforts have produced some changes but the desired effect has not been attained. The reason behind such status is lack of mind set change, belief in old customs and traditions, religious causes, lack of maintenance, failure in sustainable use of toilets even when it is available.

Discussion in the preceding pages brings out the fact that there exists a gap between the intended outcome and the actual in all cases of social welfare programs; giving raise to question about the efficacy of the methods of propagation. The solution to one problem may seldom be suitable for another and any methodology could hardly be claimed as the best. How to find which is the best method for spreading the awareness among the people in raising their level of awareness? In this milieu, a study of few success stories published, could throw some insights as to which is best suited for a particular project. Five case studies published in various journals were taken and the methodologies were studied. Each case spelt out a different method depending on their target, budget, stakeholders and time. Some showed success by including women, some using IEC tools, stakeholders' involvement, gram saba meetings and direct door to door canvassing. The main aim, the method and results of the five projects, as culled out from the available literature, are given as case studies below

Case Study 1

Water and Sanitation program of DANIDA carried out in more than hundred villages of Cuddalore district of Tamil Nadu, reiterated people's participation and women empowerment as major focus to achieve the desired result in their projects. Their project motto was *demand driven approach,* wherein they send messages to all villages about their project plan and villagers need to involve voluntarily in the project according to their demand. One such village was Vella Kollai village in Cuddalore district with defunct and poor water supply. Vella Kollai gram panchayat president S. Sundaram, attended the block level meeting and he initiated the project of water supply to his village with the funds from DANIDA. Total project cost of Rs. 3, 09, 485 (year 2000), villagers contributed one –seventh and the rest by DANIDA. Planning, execution and maintenance were done by village groups particularly women. Bore wells, water head tanks, pipes were laid and supply for 4 hours in a day from 20 taps constructed at appropriate sites solved the problem of water supply in that village totally. Similarly sanitation project was carried out in a village called Keerapalayam, Cuddalore district. This was totally a women initiated project, though the panchyat president was a male, K. Paneer Selvam, all households were provided with toilets with the help of DANIDA funding and one – fourth contribution by villagers. The strategy for this project were-strengthening local bodies, peoples' participation, gender equality, women empowerment, maintenance by women user groups. As an example to female involvement, Ms. Suda of Vella Kollai village got trained in pump mechanism and was always ready to rectify any repairs that would arise in the water supply program. Another Ms. Kamalamma trained as mason built most of the toilets in Keerapalayam village.

Case Study 2

MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Act) offers 100 days of work per year to all eligible rural poor in India, and is one of the largest social protection schemes in the world. Since implementation in 2006, it has spreaded to all villages in India covering almost 50 million rural households in 2013-14. Analysis of the project showed marked disparities among and within States of India. ESID, 2012, reports the following, *"Employment outcomes are lower in states with higher poverty levels • MGNREGA implementation depends on the supply of work rather than demand for it • Supply is determined by differences in state capacity and commitment, local power relations, the role of lower-level functionaries, and political competition • Improving employment outcomes requires strengthening the demand-driven aspects of MGNREGA through a focus on local level social audits, funding and tracking of outcomes • States should be provided with support to improve their capacity and allowed a degree of flexibility in MGNREGA implementation "*

Such large projects could not be designed with a common methodology as the needs and aspirations of people vary among states and within it. From the report we incur that, the projects should be demand driven and the funds should be channeled through gram panchayat to villagers rather than district level.

Case Study 3

Gram Panchayat Development Program (GPDP)

The gram panchayat development program plans to formulate their proposals under three major criteria, hunger free, poverty free and good sanitation. On the Tamil Nadu front, there are 12,524 gram panchayats in the 31 districts wherein the GPDP programs has been in vogue. A recent report, puts forth the failures and success of such initiatives in perspective*, There has been a partial success on the implementation of this program and the concluding remarks was, "Only awareness generated on the scope and need of SDGs (Sustainable Development Goals)," would lead to better results in future (2017, Workshop)*

The IEC (Information, Education and Communication) tools play a major role in the successful outcome of these projects. The IEC tools may be in the form of charts, pamphlets, hand books, posters, books, audio, videos and short films. In spite of using various modes of communication, the desired effect was not achieved and the workshop suggested more effective awareness or sensitization of the stakeholders to improve the success rate. The choice of IEC tools must be appropriate to the socio-economic and cultural status of the target leading to customized tools and newer tools of communication to reach the audience more effectively.

Case Study 4

Total Sanitation Program of Melapuram, a success story, was analysed and projected as a model for replication in other parts of the state. Block coordinators and field staff were given adequate inputs and training regarding TSC and entrusted with multi-media tools to sensitize people and help them solve issues that might arise in implementation of the program. Monitoring was carried out through coordinated mechanism from grassroot level through computers by creating a network among all 10 computers of the village panchayat. Adequate training in Computer operation was given to field staff (local residents), which helped to maintain accounts and data. Local NGOs were also involved to make the program robust and sustainable. This model disseminated by creating a web page for this block and spread to all other blocks for replication. In this case, effective use of stakeholders' participation, modern technology and multimedia helped in achieving the desired result.

Case Study 5

The impact of WASH (water, sanitation and hygiene) in controlling diarrhea was studied and found the desired effect lagging far behind the expected outcome. A review of 18 studies revealed that provision of adequate water and sanitation facilities did not effectively bring down the out breaks in cholera. Lack of knowledge that unclean water is responsible for the disease, clean hands form the basis of prevention, proper sanitation can only reduce the incidence were the prime lacunae discovered to impede the success of WASH strategy in prevention of cholera out breaks. Certain cases of improved knowledge had only limited response that those even with awareness did not adhere to clean practices in the long run. Most case studies exhibited success in the first few months followed by back to old practice. As conclusion, it was reiterated that there was a gap in assessing the correct strategy to a particular section of people. More innovative strategies using the limited resources to improve the WASH intervention program, tailored to the target, should be effective in

control of cholera.

DISCUSSIONS

Social welfare programs are stakeholder oriented unlike others, where the project proposer also stands to gain. For example, if a company producing sanitation products like toothpaste or soap advertise their products reiterating the importance of cleanliness and health, through newspapers, TV or posters, their aim is only business. Their target audience is consumers with the capacity to buy their products, others who are in low socio economic strata who are not their customers are out of their concern. They aim at users wooing and maintaining their brand loyalty. Conversely, social welfare program of the Government aims at equity, the program envisages inculcating sanitary practices by changing the mindset of the people. The program aims to cover the whole population. Bringing about a change in their lives and increasing their standard of living. The above case studies are projects implemented by Government or NGOs and their success could not be measured by monetary scale but by the sustainable achievement of the desired result. Thus, the search for different methodology, innovative tools, inclusive participatory modes and new strategies must be delved to fit a project. In this context, *no one size fits all* becomes true as each example project has been designed differently and carried out through various modes and made successful. The common thread is stakeholders' participation, demand driven approach and monitoring by locals. The tools of communication vary with each project, direct talks, *gram sabha* announcements, posters, IEC tools, digital platforms, etc.

The social welfare program chosen for the thesis work is sanitation encompassing construction of toilets, hand washing and safe disposal of waste. Analyzing a few success stories as mentioned above, in search for a suitable tool for creation of awareness towards sanitation, school children was selected as target population, as it would be easier to inculcate sanitary practices and its benefits in young minds rather than old ones who are bound by their traditions and customs. In such a scenario, a clearer understanding of case studies presented in the preceding pages helped and directed the research, as the authors become inquisitive to probe whether animated audio visuals would lead to a better understanding and long standing effect on young minds or not? The animated video is being designed by the authors in line with the principles of development communication to make it more interesting, target oriented, grasp the imagination of the youngsters and create a lasting impression in their minds. The story line would be proactive rather than advisory so that children tend to implement the project at each level with a strong note of do it yourself.

Social welfare forms the major duty of Government that most of its resources are directed in creating an equitable social welfare of its citizens. Comparing the list of social welfare programs of a developed country like USA and a developing country like India, the broad categories like health, education, employment etc. remain the same. But, the exhaustive list documented brings out the variations in the programs between these two countries. More emphasis is given to child health, old age security and rehabilitation of destitute, addicts, juvenile delinquents, immigrants and poor. In India, there is a need to provide special relief to marginalize like minorities, SC, ST and other backward classes. Gender issues need to be taken more effectively to create gender discrimination less society wherein all citizens could enjoy the rights equally irrespective of their gender. Health and sanitation programs require innovative approaches to change the mindset of the people in order to realize MDG (Millennium Development Goals). Other variations are farmer's subsidy, free rations to BPL families, disability pension, old age pension, widow pension and so on. Notwithstanding the disparities among USA and India social welfare programs, the strategy to implement is the hallmark of the project success and communication tools play a major role in translating any social welfare program to reach its target population. Here again "no one size fits

all", each project is unique in its nature, target, resources, and goal. Analysing five of the success stories of Indian social welfare programs, the strategy and methodology differences employed in each program vary reiterating the fact that each program has to be treated unique and tools used customized to the target population and their requirements. The case studies also bring out the difficulties faced and the corrections carried out to make the project more amenable to implement.

The case study of the five projects with all its methodology for successful implementation puts forth the necessity to design the project from conception level. Involvement of stakeholders at the planning level, understanding their views before formulation of a strategy, using local people and language to propagate the idea, identify the target people whose mindset could be influenced, use locals as leaders in bringing a change, use multiple combination of communication tools, upgrade the communication tool to be more interactive and innovative, plans must be personalized for each community or changed in accordance with the necessity of that group.

CONCLUSIONS

Research in media and mass communication is fairly new, when compared to natural, physical and social sciences. Mass communications, although aims to reach the target group as a whole, the success rate has proved to be partial so far. The reasons are manifold; one of the reasons is sticking to anyone particular mode to communicate to the whole lot. This paper infers that new modes need to be tried by taking into account the age, gender, socioeconomic status and cultural background of the target group. Animation as a tool has been tried sporadically with varying degree of success and failure. The authors of this paper, in the backdrop of knowledge gained through the above review of case studies, have been attempting to test the efficacy of animated models to communicate to the younger target group on sanitation practices. In sum, this may be a pointer for researchers to try innovative tools for social awareness communication.

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ANNEXURE

Social Welfare Programs of USA

Social- old age assistance, Temporary assistance to needy, Foster care, Adoption assistance, General assistance in cash, Refugee assistance, and General assistance to Indians, however the list is not exhaustive.

Health- Medicaid, Health insurance, Medical general assistance, Health centers, Maternal & Child health, Medical assistance to refugees, Healthy start

Food- Food stamps, School lunch, Women, Infant & Children Food, School breakfast, Nutrition program for elderly, Commodity supplemental food, Temporary emergency food, Needy families, Farmers market Nutrition program, Special milk program, Summer program

Housing- Section 8 housing, Public housing, Low income housing, Home investment partnership, Assistance to homeless, Rural housing insurance, Housing for elderly, Assisted housing program, Housing for disabled persons

Energy- Low income home energy assistance, Subsidized low income phone service, Weatherization

Education- Pell grants, Grant for local education authorities, 21st century learning centres, Special program for disadvantaged, Supplement educational opportunity, Adult basic education grant, Migrant education, State student incentive grant, Education for homeless children, Aid for graduate & professional study for minorities

Training- Work activities and training, Job corps, Summer youth development, Adult employment & training, Foster grandparents, Youth build, Migrant training, Native American training

Service- block grant services, Social service block grant, Community services grant, Safe & stable families, Aging Americans act, Family planning, Emergency food and shelter, Responsible fatherhood grant, Foster care independence grant, Independent living & training, Maternal, infants and child home visits

Child- Child care & development, Child care entitlement to state, Block grant child care

Community- Block grant, Economic development grant, Appallachian regional development, Empowerment zone, Enterprise communities renewal.

Social Welfare Programs of Central Government of India

- **Social Welfare Schemes** - old age pension, National family benefit, Jan shree bhima yojana- insurance cover to poor, Scholarship to disabled person, Unemployment allowance to disabled person

- **Women and Child Development** - Pension to widows, LADLI - promotion of sex ratio, Financial assistance to lactating and nursing mothers of weaker section, Financial assistance to poor widows for their daughters marriage and marriage assistance to orphan girls, Scheme of Bhagidari- care of Women senior citizens

- **Nutrition Programs** - Supplementary nutritional program, Kishori Sakthi Yojana- improve nutritional status of adolescent girls, National program for adolescent girls.

- **General Education** - Scholarship to students of economically weaker section, Welfare of educationally backward minority students, Lal Bhahadur Sastri Scholarship to meritorious students of economic weaker section, Subsidy for school uniform to students, Free supply of text books, Welfare program for children of MCD school, Welfare scheme for children of NDMC schools, Incentive as scholarship for promoting education among girls/SC/ST/OBC in class I to V

- **Technical Education** - Strengthening facilities to students of SC/ST/OBC/Minorities in polytechnics, Coaching class for SC/ ST/ Weaker sections in Delhi college of engineering, Coaching class for SC/ ST/ Weaker sections in Netaji Subash Institute of technology, Academic development of SC/ST students in College of Art

- **Welfare of SC/ST/OBC/Minorities** - Financial assistance for purchase of stationery, Scholarship, Merit scholarship from class Vi to XII, Merit scholarship foe college and professional courses, Vocational and technical scholarship, Hostel for student boys, Hostel for student girls, Pre- exam coaching, Reimbursement of tuition fees in public schools, Financial assistance/ loan for self-employment, Vocational training, Improvement of living condition

- **Urban Development** - Swaran Jayanthi Sahari Rozqar Yojana- gainful employment to urban unemployed poor, Urban basic services program, Construction of community halls, Environment improvement in urban slum,

Construction of pay and use Jansuvidha complexes

- **Housing** - Houses for weaker sections, Night shelters

- **Industry** - Society for self-employment, Promotion of handlooms, Handloom weavers welfare- insurance, thrift cum security, weavers colony, Promotion of Handicrafts

- **Civil Supplies** - Streamlining of PDS with focus on BPL families- targeted PDS, Antyodaya Anna Yojana- poorest given subsidized wheat and rice, Annapurana Scheme- free grain of 10 Kg per head per month above 65 years.

- **Medical** - Mobile van dispensaries for JJ clusters, Delhi state health mission

- **Science and Technology and Environment** - Involve weaker sections in improvement and upgradation of environment, Labour and Labour welfare- Rashtriya Swasthiya Bhima Yojana- Health cover to BPL families, Technical training for self-employment, Coaching cum guidance facility for ITI students

- **Agriculture and Allied services** - Grant for land improvement and agricultural implements, Training for SC/ST in modern poultry farming, Co-Operation- Credit for SC/ST in cooperative societies

- **Aam Aadmi Bheema Yojana** - Life insurance cover for landless labourers.

Social Welfare Programs of Tamil Nadu

- **20 Point Program**

Agriculture, Children, crime, labour, rural, demography, SC ST, tourism, economy, education, urban, welfare, women, energy, environment, health, housing, industry, infrastructure

- **Backward Class Schemes**

National Backward classes Finance and Development Corporation (NBCFDC), Backward regions grant fund, National Scheduled caste Finance and Development Corporation (NSFDC), National Scheduled Tribes finance and development Corporation (NSTFDC), Aids to NGOs, Financial assistance to upgrade technical and Entrepreneurial skills, Term loan scheme,

- **Child Schemes**

Anganwadi, Balika Samriddh Yojana, ICDS(Integrated child development scheme), ICPS (Integrated child protection scheme), Juvenile justice, Mid day meals, National creche fund, RCH (reproductive and child health, Shishu Greh scheme, others

- **Disabled Schemes**

Educational schemes, vocational training, rehabilitation, artificial limbs, scheme for mental retardation and rehabilitation, special schools for mentally challenged, purchase of aids and appliances, concession certificates.

- **Foreign Contribution**

Regulation of foreign contribution through NGOs., Foreign contribution regulation act, Funds utilized by NGOs.

- **Labour and Employment Schemes**

MGNREGS Mahatma Gandhi National Rural Employment Guarantee Scheme, EAS (Employment Assurance Scheme), Food for work Program, Jawahar Rozgar Yojana (JRY), Million Wells Scheme, National Maternity Benefits Scheme (NMBS), Prime Minister's Rozgar Yojana (PMRY), Rural Employment Generation Program (REGP), Sampoorna Grameen Rozgar Yojana (SGRY), Scheme for working women's hostel, Rehabilitation and bonded labourers, (STEP) Support to Training and Employment Program for Women, Swarnjayanti Gram Swarozgar (SGSY), Training of rural Youth for Self- Employmant (TRYSEM)

- **Minorities Schemes**

Fellowships, National Minorities development and Finance corporation NMDFC, multi sectoral development, Scholarships, Educational loans, micro finance, vocational training, coaching scheme, welfare and development of SC and STs, disbursement of loans, micro credit

- **Rural Schemes**

Rural water supply, Accelerated Rural water supply program(ARWSP), agriculture and rural debt relief, Anti-poverty, Bharath Nirman, Bhoodan Movement, Central schemes, credit cum subsidy, Desert development, District rural development agencies, Drought prone area programs, Employment assurance scheme, Food for work, Indira Awaas Yojana, Integrated rural development program, Integrated wasteland development, Jawahar Geam samridhi, yojana, Jawahar Rozgar Yojana, Million wells, Watershed development, Rural infrastructure development, rural sanitation, land development, self-help groups, updating land records, Toolkits to rural artisans, Rural drinking water, Training for rural youths

- **Social Schemes**

Members of Parliament Local area Development scheme (MPLADS), Prohibition, annapurna, NGO assistance, CAPART sponsor, Freedom fighter's pension, Growth centres, Liberation and rehabilitation, Family benefit, Old age pension, National Social Assistance Program (NSAP), Short stay homes, Social defence schemes

- **Tribal Schemes**

Vocational training, Central sector, centrally sponsored schemes, educational schemes, special component plan, Tribal Co-operative Marketing Federation of India (TRIFED), tribal sub-plan.

- **Urban Schemes**

Accelerated Urban Water Supply Program AUWSP), Jawaharlal Nehru National Urban Renewal Mission (JNNURM), urban infrastructure development for small and medium towns (UIDSSMT), Valmiki Ambedkar Awas Yojana (VAMBAY), Swarna Jayanthi Shahari Rozgar Yojana (SJSRY)

- **Voluntary Schemes**

Schemes and measures taken by Voluntary organisations and Non government organisations NGOs.

- **Women Schemes**

Awareness generation projects for rural and poor women, education for adult women, CSWB scheme, Distance education family counselling, Janani Surakshe Yojana, Kishori Shaki Yojana National Maternity Benefits Scheme (NMBS), NORAD scheme, Rashtriya Mahila KOSH, Working Women's hostel, Science and technology for women, Training and employment program for women, Swa Shakti Project, Swayamsidha Scheme, Vocational rehabilitation for disable women, Vocational training.